

EXHIBIT 87
REDACTED

Message

From: launch@google.com [launch@google.com]
Sent: 10/18/2013 8:00:03 AM
To: woojink@google.com
CC: launchlog@google.com
Subject: [Launch 106307] gTrade: Project Bernanke

REMINDER - Launch date overdue.

Your role as woojink: PA Lead approver

Link: <https://ariane.googleplex.com/launch/106307>

Launch information:

Launch ID 106307
Name **gTrade: Project Bernanke**
Calendars Ads & Comm (Display): Display Ads - Ads Quality
Ads & Comm (Display): Display Ads - GDN
Launch Date **2013-10-16**
Status **Current**
Description Original Dynamic Revshare launch was designed to reduce GDN buyside margin in AdX auctions from 14% down to potentially [REDACTED] to win more auctions. With this project, we are doing a little quantitative easing on the AdX, a la Bernanke: [REDACTED]
[REDACTED]
[REDACTED].

It is the gTrade team's intention to balance the increases to top bid and decreases to second bid to average the GDN buyside revshare to 14% over some time window for each publisher.

This is net-positive for GDN, GDN's advertisers, and publishers. GDN wins more auctions and generates more revenue at the same average 14% revshare; GDN's advertisers win more auctions and get greater click/conversion volume; and AdX publishers enjoy higher match rate and revenue.

Creator woojink

Approvers:

Approver	Status	Owners
Ads & Comm (Display): Display Ads - Ads Quality		
PA Lead	In Progress	<u>nmohan</u> , <u>woojink</u>
Eng	In Progress	[REDACTED]
PM	In Progress	
Eng	Approved	
PM	Approved	
Latency	FYI	
Legal	Approved	[REDACTED]
Logs	FYI	
Privacy (Display)	Approved	<u>pwg-display-approvers</u>
UI	FYI	

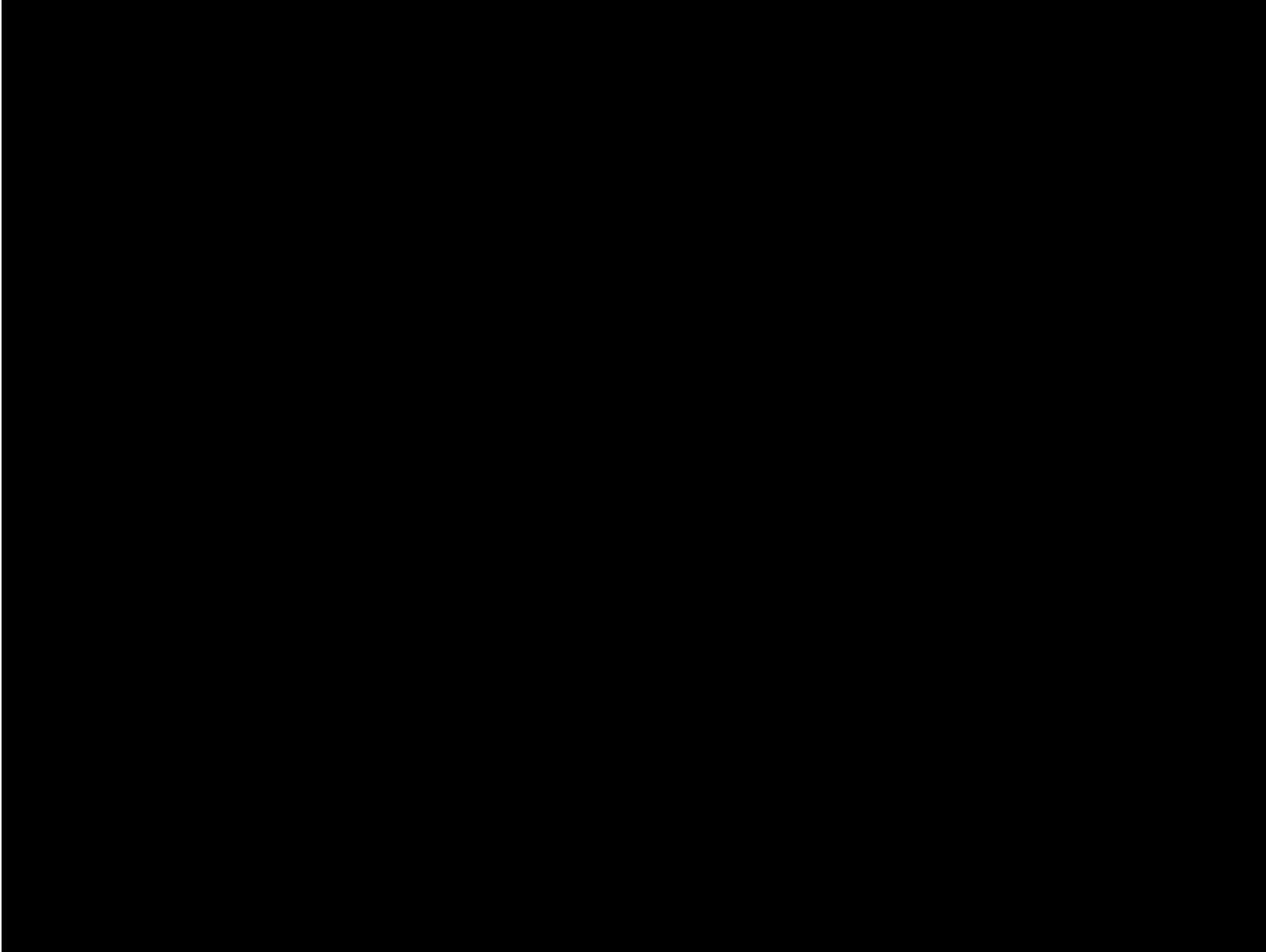
Security
Policy Team

FYI
FYI [publisher-policy-dev](#)

Launch Attributes:

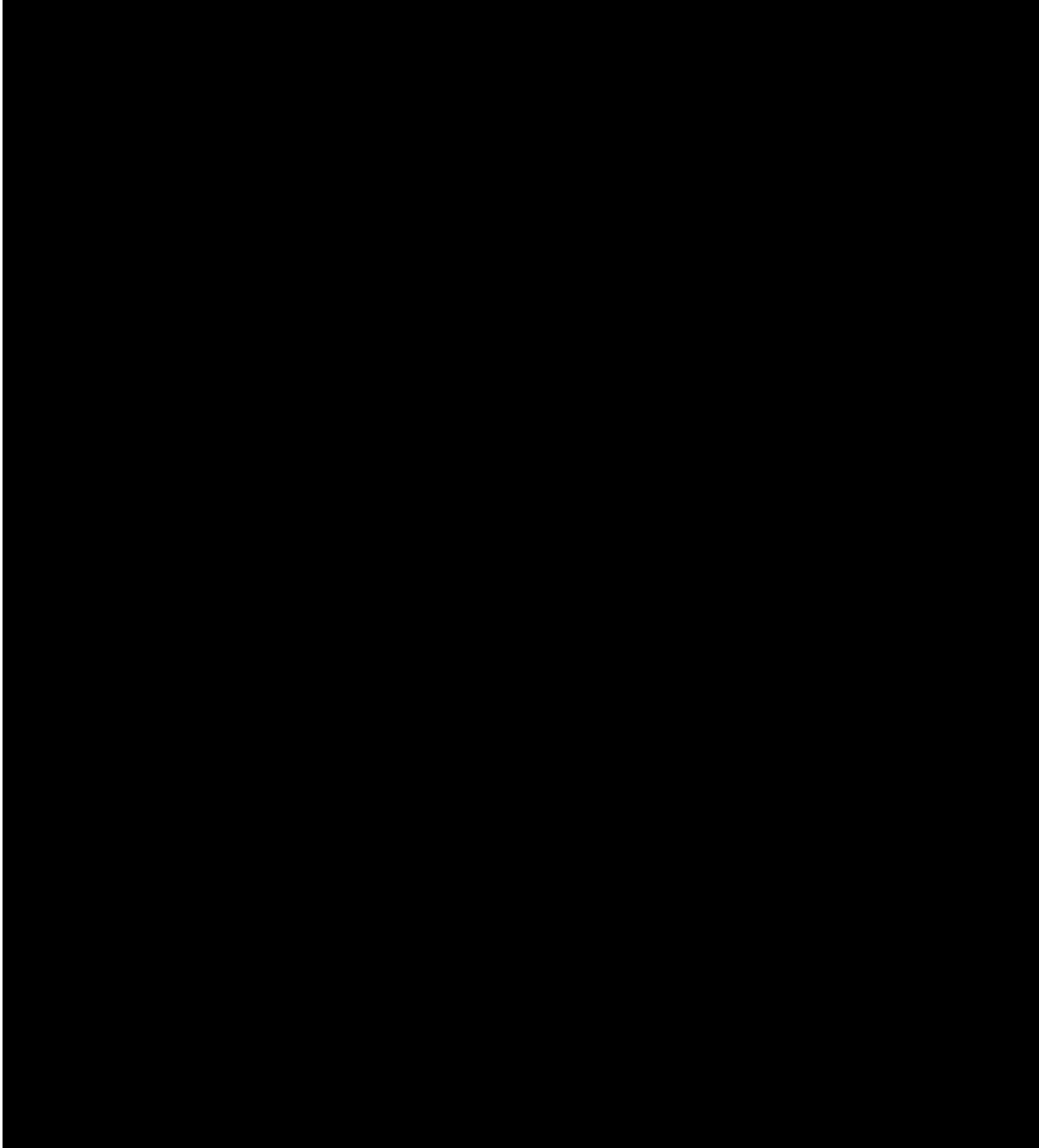
Global attributes

PM [woojink](#)
TL [aloka,](#) [REDACTED]



[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Display Ads - GDN attributes



Recipients: aloka, [REDACTED], nirmaljayaram, [REDACTED], woojink